Westward Leads the Golden Star of Empire

EVERGREEN PARK AT MALTERMORO

AS a producer of wealth, the United States lead the van in nineteenth century civilization. This country is truly great in its industrial and financial development, and progress still moves with steadily increasing acceleration.

The world marvels at the rapid growth of our Republic and the great increase of our wealth. The leaders of great nations look anxiously for the possible limits of our spreading influence. The money-monarchs of the world fondle the hope of forming an alliance with us.

The industrial progress of the Atlantic States is unprecedented in the history of civilization. Never before did the spirit of industry completely overwhelm all other civilizing forces. Never before did wealth, in the hands of industry, exert such far-reaching influence over the fate of man. Never before did industrial wealth metamorphose into immortal form of refunding bonds.

A CORNER OF THE ST. GEORGE VINEYARD RESIDENCE

St. George Vineyard

Malternoro, California.

San Francisco Office.

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CALIF

Never before did old-fashioned wealth so deeply hide itself in war-chest, preparing to give battle to the world, — or in clerical treasure for the purpose of perpetuating peace on earth.

Never did wealth assume so hostile a position to its natural sources of labor, as to set up a fortified state of its own within the industrial realm, —"a state within the state," so well fortified by systems of perpetuating bonds that time cannot weaken its hold on the life of man.

Even now ninety per cent of the human race owe one hundred times more to somebody than there is money in the world to pay, and still the accumulation of wealth goes on. Where will it end? Will wealth and industry conquer the world? May we look for divine intervention? Has the Pope really numbered the days of the bondholder's prosperity?

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If the achievements of industrial success provide all that which makes life worth living, then our fellow-citizens in the Atlantic States may well be content; but, if "enough be plenty," and reasonable leisure and true pleasure play any part in the wants of civilized man, then we must wonder why the crowded millions of the East do not naturally overflow into our Western land of promise.

Seen from the point of Eastern greatness, we Westerners may appear more like camp-followers than participants in the struggles and triumphs of America's industrial forces. We are not great in that which makes an East great. But yet, our West offers far greater advantages for social life than does the East. If the great East knew the far West as it is, many of its ambitious and its well-to-do people would speedily come from there, to make their homes with us. Life here is rich in true pleasures and full of promise for great social and commercial development in the near future.

Seen from the Pacific lands of sunshine, Eastern greatness towers into a cloudy sky.

The social atmosphere of our East is not balmy. Cumulation of wealth is not an all-pervading prosperity. Life in the ranks of the great industrial army is one of hardships and sorrows and disappointments; its struggles are wasteful and long. There is little cheer in its achievements. There is much doubt about its success. Few succeed,—many die trying, or fail.

Financial success, even if great, is not final or satisfactory. It only opens the door to further aims and higher ambitions,— to the desire for more wealth or for exercise of power,— to the wish of being of some use to society, and a source of some pleasure to those who are near us.

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Our East is too industrious. The people labor for the lust of industry. Blinded by industrial enthusiasm, they lose sight of that which makes life worth living. They grow to be Philistines ; *i. e.*, strangers to human feelings, and, in reality, enemies to their fellow-men.

They are Philistines, indeed, who consider gold the truest and best friend of man. He who looks upon gold as a friend, looks upon his fellow-man as an enemy, and not without cause, for he discourages fellow feelings and provokes enmity.

The man who is recognized because of his wealth, is also being "worked" for it.

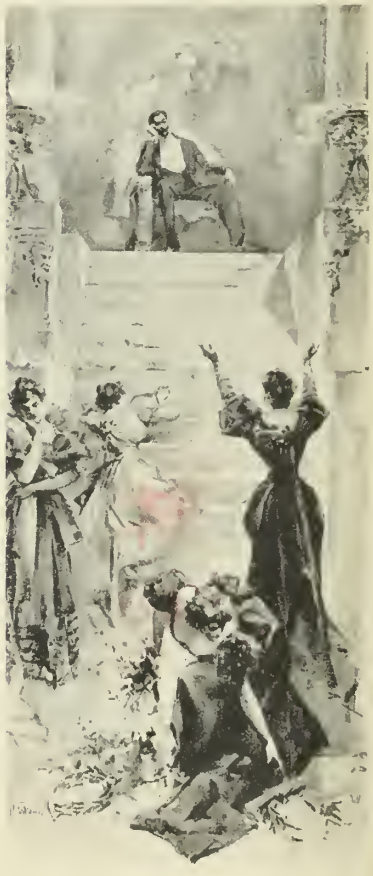
He who works to get more than he needs, takes from the needy. To skin the poor devils, is provoking the elements of hell by bad example.

It is right and reasonable that men work to live. It is overdoing a good thing, however, to live for the lust of labor and of acquisition.

"The weaving spider, what cares he
For love or hate, for friend or enemy,
His only aim in life is industry."

As the Philistine labors and grows old and weary, so he grows more anxious to labor; as he feeds on the fat of the land, so he grows more hungry.

When the parasite feeds on a victim's life to waste it, then he wastes his opportunity to live, and perchance commits suicide by way of murder.



THE WORSHIP OF FINANCIAL GREATNESS

The upper stratum of a merely commercial community struggles for more wealth than they have any reasonable use for. The lower strata struggle, under ever-increasing pressure of progress, to prevent privations, poverty and premature perdition.

Up Brothers, Brothers all arise—
The health of Him that rules the Skies!
A vow to Manhood let us make—
On Living truth our lives to stake
'Neath Faith's unconquered flag, unfurled,
To fight the falsehoods of the world;
Where error rules its curse to break—
From tyrants' slaves their fetters take.—
Yet wipe from erring eyes the tears,
From timid hearts oppressive fears;
And whatsoever fate bestow,
Keep faith alike with friend or foe—
Let's die, if fate demand the price,
To overcome the reign of lies,—
Now, Brothers, let the glasses rise—
The health of Him that rules the skies!

Stand sternly by our brotherhood,
Swear by our soul's endeavor—
Swear by this drink of spirit blood—
To keep our vow forever!

HALF TONES BY BOLTON & STRONG

Besides distributing its own wines and other produce

The St. George Vineyard

Acts as distributer for the Celebrated Mountain grown table wines of the

Ben Lomond Vineyard

These wines are unexcelled by any products of the celebrated vineyards of the world.

ALL ARE BOTTLED AT THE VINEYARD.

None offered less than 5 years old.

The famous specialties of this vineyard are Grey Riesling, Sauterne, Chablis, Haut Sauterne, Claret, Burgundy. Case prices range from $5.00 to $8.00 per case. Aged from 5 to 8 years. Jobber's price on application.

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The industrial struggles that have no higher aim than financial success, fill the healthy heart with a feeling of weariness and a desire to be elsewhere,—a desire to get out of the way of the mad rush, out of sight of the cheerless race, to avoid the outcome of an endless chase after something that wastes and blights the life of the pursuer.

When the Western planter, seated beneath the shade of his own fig tree, and fanned by the balmy breezes that come to him unasked from the great Pacific Ocean, surveys the busy life of the far East, he sees it propelled by a dangerously over-strained spirit of emulation, that converts the country of the freeest people on earth unnecessarily into one great sweat-shop. And then he wonders why the successful man, in the philistine struggles of our East, still labors, when he might live longer and better without it, by coming West, into this land where money is not counted by single cents, and where the people do not look upon the mighty dollar as their warmest friend.

Life in the West is rich with thrill of romance. Life in the East is prosaic and tiresome.

The philistine struggle is not a pleasant spectacle. It does not appeal to the nobler strains in human nature; it does not affect the imagination beneficently nor pleasantly. It kills the appetite for the naturally pleasurable. It hardens the heart to the thrill of emotions. It dulls the feelings to the appeals of nature.

If the birds have song, has the philistine patience or time to listen to them? If the flowers have fragrance, does the money-maniac care about trifles like that, while the almighty dollar increases in undue value and the daily bread in undue bitterness?

Great industrial success is due to great exertion. Exertion necessitates leisure and restoration of expended force. Too much and persistent exertion gives too little chance to leisure and recreation. Such exertion disturbs the natural relationship of labor and leisure; it affords too much leisure to some and it forces too much labor upon others.

The East is made great by the overexertion of men. The competitive strife is too severe—too exhausting Its struggles are often unfair. Its progress engenders great reactionary forces, caused by undue advantage, by great waste, great depletion, irritation, insecurity, discontent, distrust.

The feverish activity reacts in an unpleasant chill.

The East leads a fast life, industrially. Its great progress makes for great reactions. The greater the progress, the greater the reaction, which begins by introducing a feeling of unrest in the social ferment, and which may finally culminate into dividing against themselves the great forces of the social household,—the labor and the leisure classes.

Industrial progress enriches few and embitters the existence of millions.

Not many succeed so well financially as to enable them to withdraw from the competitive struggle. They who do so succeed, sooner or later learn to consider the country of their struggles not good enough for them; they look for the good things of life,

THE AMERICAN TRAMPS ABROAD WHO FIND LIFE THERE EXCEEDINGLY PLEASANT AND GAY

for social recognition and other pleasures, elsewhere,—abroad, amongst the princely parasites that

GOOD-BYE MY OWN DEAR NATIVE LAND, GOOD-BYE

feed on the tissue of Europe's decrepit civilization.

They who do not financially succeed incline to lose faith in the fairness of our Republican institutions during their life-long death-struggle; they learn to seek salvation outside of the great highways of industrial pursuits,—as tramps, or as leaders of reform,—as professional politicians, or as hired Hessians of bonded wealth,—as potential legislators or actual lawbreakers. When gold is the standard that determines the fitness of survival in the social struggles, then industry is often not looked upon as the best method of fighting the battle of life.

There are short-cuts to greatness and success; politicians will buy honor, and journalists will sell fame at lowest advertising rates.

The independently rich go abroad to waste the wealth of their over-industrious land, in search for a society that makes provision for the requirements of the leisure classes. The professional politicians endeavor to manage the affairs of the country in the interest of cumulative wealth, for the reason that it pays better than patriotism. They arrange for the levy of tribute upon toil by way of taxes and interest, to maintain our absentee landlords and bondholders.

"AT HOME" IN PHILISTINE LANDS

An ancient minstrel, 2,500 years ago, sang like this:

"Their love of right was truly great,
Before philistines ruled the state;
Now fame and honor are bought and sold,
All rights made wrongs by power of Gold."

The Atlantic States are too much of a battlefield to offer much opportunity for the pastimes and pleasures needed to fill up the vacuity of a leisure life. When every energy is exhausted in the pursuits of business, the reasonable requirements for a leisure life receive no attention. The proximity of the sweat-shops is naturally unpleasant. The spirit of industry is the night-mare of leisure. The business atmosphere is heavy and unromatic,—leisure in it is like a fish out of water,—not in its right element.

It is not surprising that those whom financial success enables to get out of the unhealthy and feverish atmosphere of the philistine East, go elsewhere to enjoy their success; but it is a source of wonderment that the natural nobility of this, the greatest commonwealth on earth, migrate across the ocean to appear socially insignificant, if not ridiculous within the scum of gilt-frame degeneracy.

Why exchange the gold of commerce for the gilt of society. Why should the flower of nineteenth century civilization leave the land and atmosphere to which it owes its splendid development and seek foreign, exhausted soils, where it cannot but deteriorate?

Why should those who lead the very van of the new world civilization seek the pleasures of leisure life by retreating into the foreign and unfriendly Europe, where their wealth is esteemed more highly than their society; where they are forced to struggle anew for something not worth the trouble or cost of acquisition? Why should those that have succeeded industrially, struggle to retrograde socially?

"AT HOME" IN FOREIGN LANDS

"AT HOME"

ENTRANCE TO
ST. GEORGE VINEYARD

America's leisure class is a distinct type of social life. It is the grand effect of a great cause. It is the product of a new form of civilization. The conditions of the old world do not fit it; they cannot supply its requirements, they offer no opportunity for the exercise of its influence.

Every society needs the influence of its own successful classes. The leisure classes rise above the sordid tastes of commerce. They develop the higher characteristics of civilized man; they support the purer purposes of life; they seek to correct the evil tendencies arising from the unfairness of industrial struggles, from which they have withdrawn.

The Pacific coast is sufficiently far removed from the degeneracy of sweat-shop life for the retreat of those who are in search of the purer pleasures of life. The natural wealth of the coast commends it as a place of sojourn for the wealthy.

We westerners are principally producers and not mere traders. We are not engaged in any bitter competitive struggles. Our business life engenders no inimical feelings towards great competitors, or money-maniacs, or leisurely bondholders. We do not make fortunes by out-trading our fellow men or by encroaching upon their rights. Nor do we make failures because our competitors overreach us, or speculators make extraordinary fortunes. We make our wealth out of our soil, and when we scatter it broadcast, it is as the tribute which this state's greatness pays to the world's wants.

TENNIS COURT AT MALTERMORO

The over-industrious East may scowl at its idle bondholders, but we smile in anticipation of their coming to lounge, and play, and sport, and dwell among us.

This Pacific garden-spot of the earth offers every opportunity to make the life of the well-to-do classes a blessing. Here they might re-establish the "Paradise Lost," where the social lion can lie peacefully by the side of the lamb.

Western life is rich and sweet in its natural joys.

Our's is a new and unspoilt world, an Arcadia of modern civilization. The philistine struggles, the lowness and the bitterness of traders' life have not yet filled our social atmosphere with doubt and fear and hate. The Western heart is still strong in its faith in the goodness of human nature. The children of the great West still imagine that the motive forces of civilization are as pure as their emotions and impulses.

California is a wonderland, a land of romance, of poetry and song, where the commonplace plays no important part, and where the unexpected usually happens, only for the purpose of tuning to a higher pitch the harmonies of life.

The West, to-day, is much like the sunny South before its rebellion, and before the impoverishment of its former patrician classes. As the birds sing, and the flowers sweeten the air we breathe, so the heart expands with the fulness of life's natural blessings with patriotism, with good fellowship, with affection for our fellow men.

It seems that nature here on the Pacific Coast has made provision for an international pleasure garden. California especially seems to lie in natural reserve for the purposes of leisure and pleasure. This is the one spot on the face of the earth which modern civilization has improved without defiling. To it the fortune favored classes of the world might well retreat from the maddening struggle of THRIFT to meet in social congress and to promote the world's higher aims, ambition and endeavors.

Nature has done much for the Golden West to make life pleasurable, but its people have done more.

We have here an indigenous element of high society, ambitious to improve and beautify the world and lavish in their hospitality.

We have the most wonderful natural parks in the world; our metropolis also has the most beautiful park of any city in this union—the evergreen Golden Gate Park.

DRIVE ON THE PACIFIC OCEAN BEACH

We have not only the most varied of sanitary springs on earth—springs of unequalled service to suffering mankind—but we have also some of the most magnificent Hotels. What city can boast of grander Hotels than our "Palace"? Has the Atlantic Coast finer seaside Hotels than ours at Monterey or San Diego? Is there a more charming and better equipped mountain resort on this continent than that at Castle Crag? Does nature any where in the world appear to better advantage than it does at Lake Tahoe, Yosemite Valley, King's River Cañon, Santa Cruz, etc.?

ON THE BEACH AT SANTA CRUZ

The fact that Western civilization is ambitious and aims high is put in evidence by the two great Universities of California and by the many minor institutions of learning which are unsurpassed for efficiency in converting the common sense of the people into modern enlightenment.

In this Golden West both the products of nature and of art grow into greatness speedily. This speedy movement is as pleasant as is roller coasting on a tramway—there is no jar to it.

No sea on this globe is as free from great disturbances of weather as is the Pacific Ocean on our Coast. What voyage can be more enjoyable and healthful than one on this great ocean. Numerous steamers of palatial design and equipment speed constantly over the calm bosom of the Great Pacific to lands rife with uncommon sights.

ON TO MANILA

All Europe, in its mad endeavors to intelligize the world, remodel human nature and improve God's creation, has not succeeded in establishing greater academic device than ours for the propagation of invented truths and of notional morality.

Our public schoolsystem, our colleges, our universities, all bear evidence of the high aim of western civilization and of the good intentions with which Hell is paved. All hail to such endeavor.

Soon the once wild and wooly west will be so thoroughly intelligized that the love of the almighty dollar can no longer corrupt it. It is not far downward from the frying pan into the fire which refines the human heart.

Nature smiles much in California and scowls but little at any time. The western heart attunes itself to nature's pleasant ways. Western life is rich in its many sports.

A TIP AT INGLESIDE

As tidal waves never disturb our sea so tornadoes and cyclones never devastate the Pacific Slope.

PACIFIC JOCKEY CLUB

Rain never falls upon our race tracks in summer time, and inclement weather does not forbid such out-door pleasure as visiting race courses during the winter.

No unfavorable season terminates the pleasure of Yachting.

The waters of the Pacific Ocean on our coast do not change their temperature to any notable degree during the change of season.

Sea bathing is enjoyable the year round.

Hunting here on horseback, with hounds, is sport possible every day in the year.

Thousands of jack-rabbits are killed during the occasional rabbit drives in Central California when the people turn out en masse in their carriages, on horseback or on foot, to drive the swift jack-rabbits which are scattered over miles of country into an inclosure like so many tame sheep.

TEN THOUSAND RABBITS SLAIN

Game is abundant.

WILD SWANS, GEESE, DUCKS AND PELICANS

Canvas-back and mallard duck during their season are cheaper than beef.

Deer are plentiful in our mountains, and water courses and lakes. Millions of wild swans, pelicans and cranes come to winter with us year after year.

A RABBIT DRIVE IN FRESNO COUNTY

FIFTY YEARS AGO

AN OLD-TIME BULL FIGHT IN FRESNO

Western Ways

Fifty years ago this Coast was an unknown territory, inhabited only by some uncivilized Indian tribes, a few Spanish Rangers with their half-breed sheep-herders and a small number of missionary padres. Suddenly the discovery of gold in our mountains made the name of California familiar to every civilized man, and occasioned the advent of the great West into the commercial development of the world.

NATIVE SONS OF THE GOLDEN WEST BEFORE ITS CIVILIZATION

Since then this Coast has proven itself to be a wonderland. In less than fifty years it has passed through every stage of civilization into the front rank of modern life. Its history condenses the experiences of ages into the thrill of a fairy tale. Its strides, somersaults and gyrations in the way of development have hardly ever ceased to furnish the world with pleasurable surprises. A thousand times have the marvels of western genius surpassed the famed pinnacles of old world civilization. Nature on the Pacific Slope responds quickly to the touch of genius.

Out of its own resources has California produced swarms of mushroom millionaires during her short career. Many of these have migrated into philistine lands. They have carried with them the tales of our fabulous wealth and the wherewith to purchase parasitic recognition in the old social strongholds. As a result we have to-day an aristocracy of world-wide fame, by royalty received and by princelings courted.

The Gothamite élite has no better advertised beauties, no more renowned or princely entertainers, no more polished leaders, nor better trained flunkies of social life than has our western aristocracy.

THE MAN WITH THE IRON JAW

HOME AGAIN, AND WITH A TITLED TROPHY

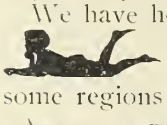
Here surely have we the social soil whereupon the flower of the civilization cannot but thrive. Everything in nature, art and social life makes for rapid progress and improvement. While society is yet garnished with mamas who smoke cheroots and tobacco in clay pipes, it is already graced with their daughters who are entitled to recognition as the most advanced and self-contained type of the American girl.

Palatial homes abound in California's metropolis and indeed throughout the entire State, and the more advanced of its inhabitants are truly Parisian in manners, modes and morals.

Western Wonders

Our coast is remarkable indeed, by reason of its natural as well as its acquired enormities and contrasts. We have here the tallest mountains on the continent, with scenery more interesting and grander than that of the European Alps. We have cañons of unrivalled beauty and we have highest as well as the most picturesque waterfalls on the globe. Further we have the most remarkable valleys and forests on earth. We have trees that tower above the tallest structures of the world's architecture — trees whose trunks are large enough to drive a stagecoach through them or to accommodate a company of cavalry on top of them.

We have here a winterless climate and cloudless summers, and again we have some regions of perpetual snow and incessant rain, as also deserts into which rain never falls and water does not penetrate, although these sandy wastes lie two hundred feet or more beneath the level of the sea.



BANANA TREE

Great as are California's natural beauties and resources, so great are also the results of her civilization. The products of California's horticulture, viticulture and floriculture are famous the world over. We have furnished commerce with more gold and silver and breadstuffs than any other territory in these last five decades. Even the products of our social culture have innumerable times risen to eminence in the very crests of "fin de siecle" life.

A MID-WINTER NIGHT'S FESTIVAL

THE HEIGHT OF SOCIAL CULTURE IN "FIN DE SIECLE" LIFE

THE ST. GEORGE RED CROSS WINES AND BRANDIES
ARE SPECIALLY PUT UP FOR MEDICINAL PURPOSES

California has furnished the world with unnumbered heiresses of great financial fame and with thousands of celebrities in science, art, war, literature, politics, and alas! even crime.

Our social soil and atmosphere are thrifty — everything thrives — weeds not excepted. Train robbery is a California invention. Stage robbery and yellow journalism have been developed into fine arts on this coast. Our Dick Turpins have been visited and interviewed in their mountain retreats by enterprising reporters of our great journals, and have been advertised by them in true style heroic.

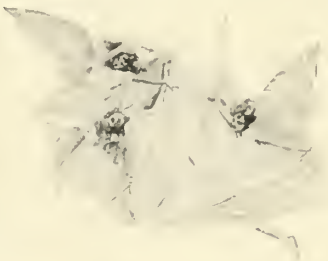
Similar fame has been accorded to our brilliant political talent, which does its best to ruin the mighty republic.

We have supplied the countries of the philistines with talents varied and great, with up-to-date authors of fiction such as Archie Gunther and Gertrude Atherton,—with such romancers as Bret Harte,—with such humorists as Mark Twain,—with such poets as Joaquin Miller,—with such historians as H. H. Bancroft,—with many renowned artists, as Toby Rosenthal, Tojetti, Jules Tavernier, Fred Yates, Keith, Thomas Hill, Theodore Wores, etc.,—with notable sculptors like Douglas Tilden, and with a motley mass of vaudeville stars, soubrettes, minstrels and women acrobats,—with great sporting talent and famous horses,—with philanthropists like Leland Stanford,—with military skill to the rank of generals,—with the world's greatest man-of-war, the Oregon,—with scores of world-beating athletes,—with such prize fighters as John C. Heenan, first of Americans who earned the world's championship, and James J. Corbett, the great and the latest.

AT THE BURLINGAME

The genius of Edwin Booth developed here; John McCullough and Lawrence Barrett and hundreds of other histrionic stars of great magnitude rose in our western sky. The famous prima donnas Sybil Sanderson and Emma Nevada are Pacific Coast products.

We have sent into fame such philosophers as Henry George, defunct, and his surviving disciple, the honorable James Maguire, the farmers' friend, who managed to rise higher in fame and nearer perdition on the wings of fancy than did the famous Icarus of old,—winged son of Daedalus,—the intellectual artificer and author of the "Labyrinth of Knowledge."



We have given the country its boldest and most enterprising journalist, Mr. Hearst, who dares to attack the very heads of the war department in the height of their military glory, to show the depth of infamy.

Greatest of all Western products are our promoters; many of them deserve a niche in the temple of fame.

Promoters of California's greatness have advertised her undeveloped resources, and they have carried her fame effectively into all the treasure-troves of Eastern and European money centers. They have tapped the hoarded wealth of the world to benefit our land.

It staggers the imagination to recall some of the exploits of our Western promoters. The most notable instance of their marvelous genius is that of the construction of some of our great railways. A handful of long-headed, enterprising men with not enough money to pay for a railroad survey, undertook and carried out the construction of thousands of miles of railway through forbidding deserts and over almost impassable mountain ranges.

They naturally had to borrow the required capital. The project being of national importance, they applied to Congress for support. Congress was liberal in its endorsements. It did not, however, provide directly all the money needed. To obtain this, the promoters mortgaged and mortgaged and remortgaged their road venture. Public opinion alleged that they mortgaged it for more than its cost,—much more,—it was even said that they really mortgaged themselves into fabulous wealth. He who can make a profit by mortgaging his property is a financier indeed! Be that as it may, Congress put up but a part of the cost of constructing the great railway;—far-sighted foreign financiers furnished the required balance, and perhaps more. They inaugurated at the same time, a system of railroad bonding, which makes American commerce pay everlasting tribute to foreign investors, who during every six or seven years draw out of this country enough interest-money to repay them their original investment.

What Congress lacked in liberality to put up its credit or coin for California's national enterprise, it made up in liberal land grants to our promoters. The land grants to this railroad enterprise were so vast that a Russian Czar would blush to covet a like extent of territory anywhere on the face of the earth.

This great domain was unproductive and practically worthless when our promoters came into possession of it. Their enterprise gave it some value,—they sold it to actual settlers for a trifling price. These settlers became the patrons of the railway, and they were charged by it "*all that trade could bear.*"

GIANT TREES IN FRESNO COUNTY FORESTS

If the farmer raised more product than he needed to live, the railroad raised its charges for bringing his produce to market, and thus shared the profit with the farmer.

The methods of charging "*all that trade could bear*" laid the foundation to the twenty years' war between the people of the West and the great railway promoters.

The business management of the railroad was simply perfect. The promoters prospered, although the settlers did not. The promoters, as the silent partners of the settlers, made sure of their share of the profits; the settlers did not know enough to do the same thing. As time went on, and as the railroad enterprise prospered more and more and the settlers less and less, so the latter grew more and more hostile to the railway management; they undertook to legislate the railroad interests into difficulties. In response, the railroad men assumed control of the legislative business.

The newspapers sympathized with the grievances of the settlers.

The railroad promoters soon entered and controlled the newspaper business. They established a department for the censorship of the press and for the education of public opinion.

The people's rebellion against the railroad management was a case of Folly making war on Wisdom—Folly was "*downed.*"

As usual with results of war, both the victor and the vanquished became demoralized. Folly grew hateful and Wisdom tyrannical.

A FALLEN GIANT IN FRESNO COUNTY FORESTS

The political and financial thrift of the railway management invoked attempts at competition. Again our great promoters were equal to the requirements of all emergencies. They built a psuedo competitive line to their original enterprise. They forestalled truly competitive interference in the railroad business of this State as far as their interests were concerned; at the same time they place the greatest money-lenders and bondholders of the world into a position which forced them to invest money for the purpose of running opposition to their own investments.

Withal, our great promoters succeeded in retaining the ownership and control of all the various roads of their construction beyond the time set for payment of debt or forfeiture. Indeed, at this most critical point of reckoning the greatness of their temerity broke its own great record. They laid a "refunding plan" before Congress by which the original indebtedness could be doubled or trebled and perpetuated for a century, to the great advancement of the interest of the National treasury and of the people, and without detriment to anybody.

The proposition was a record-breaker in the exploits of financial genius. It was a hint at the true solution of the financial question of the age. The English money-monarchs of the world had invented a way of lending the money placed into their custody over and over for an indefinite number of times, and they had thereby secured bonded mortgages on all the empires of the world. They had perfected their invention by a refunding plan, which made it unnecessary for the mortgaged empires to ever repay the original loan as long as they continued the payment of interest—tribute which the skill of these English financiers had levied upon them.

Great Britain is great because some of her people are great money-lenders. Her financiers made her great by their system of extending and of refunding their individual credit to national treasuries and foreign industries.

The financial genius of our Western promoters improved even upon this, the most perfect financial system, by means of whch tribute had ever been levied upon the world. They proposed to make our government a money lender—a lordly creditor institution—a tribute gatherer instead of a beggarly borrower from foreign financiers. They proposed to shift the railroad obligations from individual holders into our National treasury. They proposed to pay into the treasury the tribute which now goes to English lordlings and other foreign bondholders of American securities.

All the world pays tribute to English financial intelligence. British financiers are the absolute and real power behind the British throne. All the governmental machinery of Great Britain, her throne, her parliament, her army, her navy are engaged in supporting the financial policy of her money-lenders.

British money-monarchs are the true rulers and civilizers of the world. The tribute which they levy upon the nations of the earth falls largely upon the United States of America.

Fearing that this rich country might some day awaken to the fact that it pays tribute to foreigners unnecessarily, and fearing that Americans might rise in rebellion against England's financial system, or might enter into competition to it, the English money-monarchs determined to obtain a controlling voice in America's political life. In a quiet way they did to the United States what our Western railroad promoters have done to California. They assumed control of the legislative and administrative business. They raised their friends to power in Congress.

The funding scheme of our Western promoters was a step towards segregation of our financial interests from the powers of English money-monarchs.

Let the foreign financiers and their hired Hessians, who control our treasury and foreign politics, beware! The men who could conceive the funding bills may be able to check the schemes of our English cousins who talk at us under the plea of race relationship, who plan for us Spanish wars, acquisition of distant territories, issuance of bonds, pernicious imperialism, etc.—all of which means nothing else than clinching our debtor-relationship to them and of entangling us in the evil results of their doomed financial policy.

If so far, our railroad financiers have not succeeded in carrying their mighty refunding scheme through Congress, it is solely for the reason that the financial capacity of our congressional representatives needs educating.

It is certain that the greatest promoters of California's greatness, our railroad potentates, are steadily moving to the front rank of the men of enterprise, who levy tribute upon the industrial forces of the earth. If our government declines to be made great by them, then they will probably be forced to work into the hands of the world's present money-monarchs. Or being financiers of up-to-date intelligence, the railroad-men may some day do the financiering for the government if the government again decline to do as much for the railroads.

If the government will not own the railroads then the railroads will own the government. Whatever may happen in this matter will benefit the Pacific slope.

FISHING IN FANCHER CREEK AT MALTERMORO

One cannot speak of California or of any industry in California without recognizing its dependence upon the men who projected and built the first great transcontinental railway.

Whatever brings benefits to our great railroad promoters necessarily brings benefit to our coast. The railroad men are a powerful factor in our prosperity.

The railroad influence unquestionably paves the way for our advancement. Its largest interests are here; to protect these our railroad management must guard the welfare of this State. All its measures are now designed with that end in view. Even the result of its interstate combinations with other roads and consequent exorbitant freight charges, operate in our favor. High freight rates are virtually a protective tariff to western manufactures as against the east.

It takes great men to make a country great. Greater men than the promoters of California's greatness our country has none.

The genius of finance will control the destiny of the world's immediate future. Not that which is necessary to the well-being of man, but that which is necessary to obtain the control of gold will dictate the policy of civilization in the next century.

All rights of existence and all fitness of survival gravitate toward the power that concentrates wealth.

Greatness in finance is the greatest of all greatness. The genius of finance controls the genius that governs. Great financiers control great politicians.

Greater financial genius than that which promotes and controls the prosperity of our State the world has not produced, hence, sooner or later, the affairs of National government may fall into the hands of California's great railroad financiers. But come what may they are sure to figure in history as the patricians of a mighty leisure class to come, —a class that, even in this moment seems a tempting nucleus for the aristocrats of the world to gather about and contribute their influence to elevating western civilization, even higher than the hanging gardens of Babylon.

Our railroad potentates are firmly and lastingly connected with the development and destiny of the coast.

They are as deeply interested in our welfare as is the European aristocracy in the fate of the old world. Such connection and interest are in themselves a guarantee of continuing the thrift in our State's development.

As California's great men have developed her great resources to great profit, so they have perfected her political machinery until today there is not a more perfect system of political modification of the inalienable rights of men, in operation on this continent, unless it be in the realms of the Canadian Pacific Railway. Yet everybody here enjoys liberty and prosperity.

In California, the influence of our great railroadmen controls the throttle valve on the legislative engines. This influence in our law-making business is a perfect safeguard against all possible invasion of socialistic error. Journalistic and political railroad friends, lawyers and dependents organize and control our political life. They preach and prescribe and administer law and order to the people in liberal doses.

Railroad lawyers framed the constitution of the State and all the charters of its large cities; the railroad following has furnished talent even to the highest judicial tribunals of the land.

California's social household suffers not for thorough management, our great railroad men do their work thoroughly. They attend to our State's affairs in their usual strictly business way.

"Ups and Downs"

The contrasts of our topography and climates are paralleled by the contrasts of our political and social life and our commercial ups and downs.

We are not all thrifty promoters and incipient millionaires—many of us excel by contrasts. We are not "immunes" to adversity—we have our troubles. Our evils, however, counteract each other and generally permit prosperity to prevail.

While we have the greatest of incorporated conspiracies among us, destined to construct an immortal plutocracy within our Republican institutions, we have also here the most ardent populists who would reform the political morals of the world. We have money-maniacs who forego all true pleasures of life in their struggle to provide for a coming race of parasites, but we have also fiat-money men who would make the coin under control of the Rothschilds "as common as the cobbles in the street."

In the midst of great political corruption we are shocked occasionally by the sharpest spasms of political virtue, yet for all that, we endure contentedly the bane of our erring ways.

The people of this State pay fifty times more tribute to absentee landlords and foreign bondholders than does Ireland, which is twice as populous, yet here we are more contented even than Ireland's absentee landlords.

While we have the richest land on earth and produce more millionaires than any country in the world, we also pay the highest commercial interest of any civilized land. The vaults in our banks are "chock full" with gold coin, yet there is frequently none to be had for the legitimate use of commercial pursuits and industrial development. Our bankers are eager to get a mortgage on the peasant's tools, by which he makes a living for himself and the world, but they will not support the commerce that makes the market profitable for our products.

While we Westerners are always hungry for wealth to develop our natural resources, the idle money of the East often goes begging for possibilities of investment.

When our millionaires migrate they take with them their wealth,—wishing to lend it where millionaires luxuriate and where all resources are over-developed.

We are usually governed by men who pride themselves on regulating everything on strict business principles in a way which threatens some day to make the national policy a second consideration to the importance of Western business interests; yet at times even the massive brains of our great Western financiers miscarry. Thus it occasionally happens that our working classes are forced into involuntary idleness while the immense resources of our lands remain undeveloped. We have here one valley sufficiently large and fertile to produce nourishment for the entire population of the United States if thoroughly cultivated, yet sometimes we fail to find employment for our laboring masses or we neglect to give them the chance to employ themselves.

In eastern lands progress struts with measured strides in its pursuit of wealth; here we go by fits and starts. Sometimes our thrift overreaches itself and sometimes it abates.

Sometimes our great financiers grow overzealous and *charge more than the trade will bear*,—at times they have drawn too heavily on the proceeds of their great western plantation. High rates of interest have nipped in the bud our manufacturing enterprises, and high rates of freight have more than once made access to the eastern market unprofitable to western producers.

Such like demands for exorbitant tribute have bankrupted the planters and laid waste this great western railroad plantation. Thus excess of thrift has occasioned losses even to the greatest of financiers.

To commercial errors we have added legislative blunders.

As the wise city fathers of Nuremberg once passed an ordinance to wall up or bar all the doors and windows in their homes and make entrance possible only through their roofs in order to protect the privacy of home life and

the virtue of women and thereby prevent the dissolution of family ties, so have our conscientious legislators here restricted gambling and stock speculation to prevent commercial disaster, until the spirit of mercantile venture has been choked out of the community, and our laboring men have been forced to march out of the country into eastern sweat-shops.

"*They tore away some weeds 'tis true,*
But all the flowers were ravished, too."

We have made legislators out of lawyers and newspaper reporters, who knew more about legal technicalities, quibbles and rhetoric than about the country's requirements. They have repeatedly succeeded in checking the progress and prosperity even in this the Golden State of the Union.

Indeed the commercial atmosphere has not been as cloudless as the summer sky over our heads. We have had western winters of discontent. As we have rain-storms here during the winter, so we have also dreary days in our commercial life. The latest winter in our prosperity raised a most remarkable spirit of rebellion against the authors of western prosperity.

Adverse financial and commercial conditions that extended all over the world and the folly of our congressional representatives, in addition, had done all they could to destroy the prosperity of this golden west. Our foreign creditors withdrew our coin to meet their necessities. Free trade policy permitting the introduction of European produce, sent our gold out of the country in payment for them, and impoverished our landowners until almost every inch of our productive west became covered with several thicknesses of mortgages.

Our planters abandoned their homes and became political reformers. Labor forces sought in vain for employment, and our banks, holding mortgages, became land poor. The rich men of our metropolis found it impossible to collect rents on their buildings. Every man, woman and child in the State who could squeal, raised a voice against the aggressions of our railroad potentates, who were looked upon as the authors of all the hardships that had befallen this State.

But one single rich man remained independent of the Railroad power and untouched by the general calamity spirit, Mr. Spreckels, the western sugar king. He responded to the public anti-railroad howl with a subscription of one-half a million dollars for the purpose of constructing an opposition railroad through the San Joaquin Valley into the very treasure box of our railroad grandees. Everybody who could added his mite to the subscription list.

Our servants, our school girls, porters of Pullman cars, chinese laundrymen, fruit peddlers, street sweepers, cynical widows and typewriters, etc., all became hopeful subscribers and stockholders in the new railroad venture.

It is not yet two years since this opposition railroad scheme was carried into effect, and already behold the marvelous change. The abandoned homes and farms are again occupied, mortgages are paid up, lands once more rent from $15 to $50 annually per acre, and the solvency of our savings banks is restored.

• • •

The twenty years' war between the Western people and California's great railroad enterprise is virtually ended. The railroad monopoly is broken. Competition now makes it impossible to "*charge all that trade can bear.*"

• • •

The great railroad is no longer a silent partner in every producer's business. California is no longer a mere railroad plantation, managed by an army of professional politicians, mainly for the purpose of protecting railroad interests or of producing railroad revenues.

The railroad management confesses to the fact that it is no longer in politics; at present, it merely supervises the legislation in this State and the external policy of our coast.

Under the past twenty years of their regime our State's prosperity barely held its own. Railroad thrift stunted the growth of Western civilization. The great and frequent changes in railroad policy and freight tariffs made the establishment of permanent industrial enterprises on this coast an impossibility. The construction of a genuine opposition railway line from the coast into the heart of this State put an end to the arbitrary railroad government of this State's affairs. Now the gates of the Golden State are thrown open to all comers, the obstacles to the establishment of commercial enterprise are removed. The recent acquisition of Hawaiian and Asiatic Islands bid fair to make our State the very center of the nation s commerce.

ON THE WAY TO HONOLULU

The Great West Moving to the Front of Commerce

The great West has indeed arrived at the dawn of a great era of prosperity. The drift of civilization favors us. Our coast in itself has advantages which no other country can claim, and the occurrences of the age add to these, forcing us into prominence. Modern civilization cannot enter China without making this Coast important and great. The expanse of commerce and the concentration of wealth make gold more and more valuable, day by day. This fact also benefits our gold-producing West. Gold here circulates as does paper money and as do printed promises elsewhere.

The opulent financiers of our East and of England may consider themselves masters of commerce and able to control the fate of this country, and of the earth for all time, as they do at present. The strength of their position seems impregnable; but times and conditions change constantly and rapidly, especially of late.

We have here an ever-growing fund of gold, which some day may make a base for the concentration of wealth and an independent stronghold of finance on these Pacific shores.

California financiers are fully aware of the strength and independence which the retention of gold in this State gives them. Californians never will allow the gold circulating here to be withdrawn into Eastern treasuries or foreign war-chests. They never will accept the substitution of printed promises for commercial purposes in lieu of the now circulating gold. Printed promises are never as good as gold itself, and especially not while the leaders of half the world plot the undoing of the inflated credit and tribute system.

The Atlantic Ocean and the possibilities of its coasts are not as capable of progressive development as are the Pacific Ocean and the territories that encompass it.

The day may come when this State will be a great commercial empire and an independent money center, which will levy tribute upon other lands as money centers in other lands now levy it upon us.

Westward leads the golden star of Empire!

That which makes a country truly great is not its natural resources, its productiveness, its commerce, its mines, etc., but it is its money and credit-lending power. All other forces that make for up-to-date greatness are small in comparison with it.

Some great financial crisis is sure to come. The present steadily expanding credit-lending system, based upon an ever-decreasing supply of commercial coin, is hollow,—it is bound to collapse and bring ruin alike to creditor and debtor. A country like California, where gold circulates in plenty as a commercial medium of exchange, will be but little hurt by any collapse of the inflated and overstrained credit system that may occur.

Whenever such crises occur the values of all properties diminish and disappear. In view of this fact, investments in Pacific Coast properties are more secure than are those in the Atlantic States.

This coast is sure to gain commercial importance and security, while our East may find it difficult to hold even its present commercial position. The philistines are upon it. The reserve gold in our National Treasury is virtually under control of English financiers, who are our creditors and the power behind our White House. England's financial system is top-heavy—her commerce is far too great for her coin reserve. She must draw upon her debtors when her enemies push to overturn her credit prestige. The drain of the gold reserve from our National Treasury would ruin Eastern property values.

The proposed Anglo-American alliance is a "loaded horse before the walls of Troy;" it is a Grecian gift to Trojan bigotry; it is a bad omen for our Eastern allies. In this proffered gift are the foes that made Ireland the wretched ally of England. These foes are the English money-monarchs, who would make their financial weakness backed by naval strength the only support of the world's commerce.

THE WORLD'S LARGEST WINE TANK AT ST. GEORGE VINEYARD

CAPACITY 30 CARLOADS

ST. GEORGE WINERY BUILDINGS

BATHING IN FANCHER CREEK AT MALTERMORO

The Great Valley of the San Joaquin

The San Joaquin Valley is an agricultural marvel; no spot on earth of equal extension can rival it in variety, abundance or value of products.

Yet but twenty-five years ago this great wealth-producing valley was a worthless waste, inhabited only by coyote, the jack-rabbit, ground-squirrel, the horned toad, and the like refugees of the animal kingdom.

California's aborigines did not care to live in this valley. The Spanish land-grabbers never coveted any part of it. The old-time Dons did not attempt to cover the great plain by any grants from the government of Spain which then controlled the territory, and which with a liberal hand granted the best pieces of it to the worthy servants of the Spanish crown. The early missionary fathers never entered the valley to locate a mission in it, of which they built so many in every other part of the State. The miners dreaded to traverse the great waste in their search for gold, and the mountain ranges on the eastern side of it remained unexplored for years after the discovery of gold in other parts of the State.

The almighty powers of heaven had surely intended the great valley to be a desert, and a place of refuge for nature's outcasts, and it seemed men dreaded to interfere with the divine intention to invade the penal colony of nature.

About twenty-five years ago, a cattle-raiser, by name of Easterby, conceived the idea of irrigating the dry plain in the very center of the valley, where natural moisture did not reach within one hundred feet of the surface. For this purpose he spread the overflow waters of spring, by putting a sand dam across Fancher Creek, one of the many little water courses that traverse the plains, and run dry for ten months each year.

LAKE AT MALTERMORO—THE FORMER SINK OF FANCHER CREEK

BRANDING OF CATTLE ON KINGS RIVER, FRESNO COUNTY

When the spring floods came, the waters from the dammed up creek spread over the Easterby pasture lands, and his cattle disappeared in the mud resulting from this irrigation. The whole country had been catacombed for centuries by its underground inhabitants, prairie dogs, horned toads, etc.

Easterby lost cattle and eventually his domain, but the vegetation resulting in consequence of this first attempt at irrigation was marvelous. It made the desert bloom.

From that day started the great irrigation system of Fresno County, the most successful system on this continent. It made Fresno County a garden spot in the very heart of the great San Joaquin waste.

Lands increased in value from 25 cents an acre to $500 an acre, the arid plains began to blossom, and the city of Fresno sprang into existence. Town lots in it have since sold at fabulous prices.

STREET IN THE CITY OF FRESNO

HAULING GRAIN TO THE CITY OF FRESNO WITH A TWELVE-MULE TEAM

The dreaded desert soon became the successful rival of Italy and Spain and of the most fertile and favored spot on the face of the earth.

The once arid plain now produces the finest semi-tropical fruits—olives, oranges, lemons, raisins, most delicious grapes, and Port, Sherry, Burgundy and other types of high grade wines, not excelled by any on earth.

The wine industry is one of the most essential to advancing civilization. France owes much of her wealth and greatness to this industry. Grape growing will ere long be one of the principal forces that propel the industrial development of the West.

Fresno County soil and climate are the most propitious on earth for the cultivation of the grape vine.

It is from this spot of the former desert that the great Southern Pacific Railroad Company for years past has derived its principal revenue presumably 15,000,000 dollars per annum.

BUILDING OF IRRIGATION CANALS IN FRESNO COUNTY

Northern California may be too wet and cold for comfort. Southern California is probably too warm for people who are used to icy winter season of the Atlantic Coast; but the moderate climate of Central California surpasses the dreams of Paradise.

Many a delicate life which perishes prematurely because of the extremes of the inclement climate of our East, might here in Central California enjoy health, strength and longevity.

⊙ ⊙ ⊙

"In northern lands a storm-torn pine
Clings to a frozen height—
With weight of snow its limbs decline
And shiver day and night.

Its dreams are of a graceful palm,
Afar in Western lands,
Which breathes semi-tropic balm
And waves its Zephyr-Hands."

PADRES, WHO INTRODUCED GRAPE CULTURE ON THE PACIFIC COAST 150 YEARS AGO

BATHING IN THE MILL-POND AT MALTERMORO

California is naturally the most resourceful State in the Union.

The San Joaquin Valley is the agricultural treasure box of California. Fresno County is the gem of this wonderful valley, and the St. George Vineyard is the pride of Fresno County. It is located on the very spot where the Easterby cattle disappeared in the mud.

Less than twenty years ago this vineyard enterprise was started with no other resources than one hundred and sixty acres of desert land. The produce of this land built up this grand enterprise despite of the most remarkable vicissitudes.

Most all the reverses which can overtake a young enterprise, interfered with the development of this establishment. Still it grew, overcoming difficulties and defying the opposition of inimical trusts, until it reached its present mammoth proportions: thanks to the productiveness of its vineyards.

No country on earth is as well suited for grape culture, wine and raisin-making as is this section of Central California. Nature here has only smiles for this industry, and all that its enemies can do cannot check its rising development and importance. Grape-growing will some day be the leading agricultural industry of this State.

The quality of the grapes grown here, and the fertility of this vineyard belt is truly wonderful.

The St. George Vineyard has several large patches of grapevines which produce more than ten tons of grapes per acre annually—and a few select spots in it have never produced less than fifteen tons of grapes per acre during the last fifteen years.

There are numerous other vineyards in this vicinity which produce as well or nearly as well as the St. George.

Thirty dollars annual rental per acre of vineyard is frequently paid in this neighborhood. The value of the vineyard product in favorable seasons is often from one hundred to two nundred dollars per acre. Total failures of crops never occur.

The vineyardists in the neighborhood of Fresno are unquestionably the most prosperous farming community on this continent, if not on the entire earth. Being highly prosperous, there is also much independence, self-assertion and recklessness among them, which does not contribute to their welfare, but drives them into senseless competition in the endeavor of rising above the weaker neighbors.

Yet, withal, everybody is good-natured, and a spirit of liberality is everywhere manifested. It is a pleasure to live in a country as resourceful as is this. Commerce may withdraw from it its gold, interests may be excessive, and they are so,—usually one per cent per month,—but all this cannot destroy the prosperity of this garden spot.

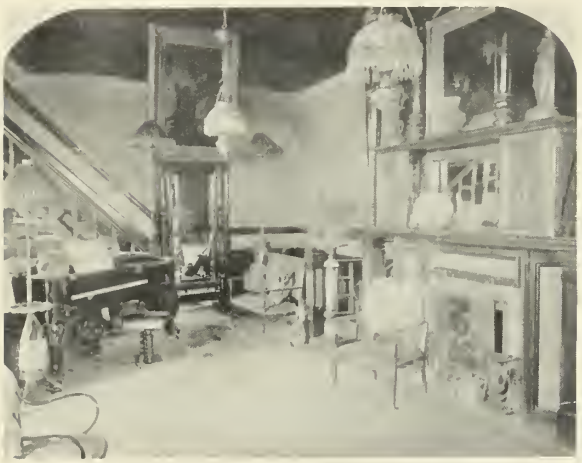
HERDING OF SHEEP THROUGH THE VINEYARD IN AUTUMN

TURKEYS ON THE PALM-PARK AT MALTERMORO

KEYSTONE PUBLISHING COMPANY AT MALTERMORO

Money is sometimes scarce, but produce is always plenty and valuable, and the people here are fond of the good things of life, and are rather extravagant.

The St. George Vineyard residence and grounds are types of the homes of the men engaged in the grape-growing industry of California.



DRAWING ROOM IN ST. GEORGE VINEYARD RESIDENCE

The interior of the St. George Vineyard residence will serve to illustrate the home surroundings of Western vineyardists.

DINING ROOM IN ST. GEORGE VINEYARD RESIDENCE

Each of the larger vineyards is usually a small principality in itself.

CAMPING ON THE BANKS OF FANCHER CREEK, MALTERMORO

The owners of these enterprises live, as did the large cotton planters of the South before the war, in well-appointed, hospitable homes.

As most everything on the Pacific Coast is carried on on a great scale, so certainly is the grape-growing industry. Vineyards that produce 1,000 tons of grapes annually are quite numerous. The value of grapes varies from $10.00 to $30.00 per ton, in accordance with the purpose for which they are used; much higher prices, however, are often realized for varieties of table grapes. The late half-ripe second crop of raisin grapes sell readily for from $5.00 to $8.00 per ton.

EXOTICS FROM THE FLOWERY KINGDOM AND THEIR 175 POUNDS PET

The St. George consists of six detached vineyards, which produce annually upward of 5,000 tons of grapes; about one-third of this amount is used for raisin-making,—a large quantity of table grapes are shipped green in refrigerating cars to Chicago, New York and other large cities, where they are sold at auction to fruit dealers. The balance of the St. George Vineyard grape product goes to its winery and distillery. Of the 10,000 tons of grapes annually used for wine and brandy purposes, a large amount is bought from neighboring vineyards during each season.

PIGS ON THE PUMICE PILE AT THE ST. GEORGE DISTILLERY

Chinese and Japanese labor is much used in the field.

DWELLING OF JAPANESE LABORERS, MALTERMORO

The irrigation system of Fresno insures the crop annually against loss by drought in all the vineyards, orchards and farms which are in touch with this system.

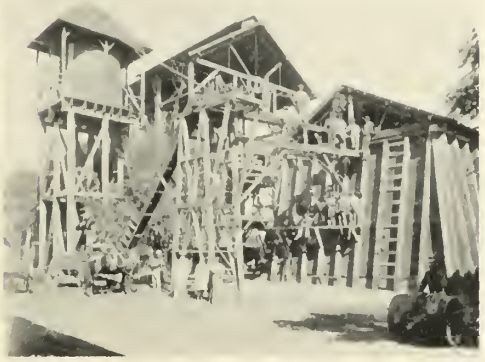
AUTOMATIC CONTRIVANCE TO ELEVATE WATER FOR IRRIGATION PURPOSES

As snow never falls and the temperature never reaches the freezing point, it is not necessary to protect live stock against winter weather. Fodder grows the year around. Horses do not require shoeing in this section of the San Joaquin Valley, as the soil is a mellow loam without a stone or even pebble in it to cut the horses' hoofs.

MAKING HAY AT ST. GEORGE VINEYARDS

Sixty-four work horses are used on the St. George Vineyards.

The grape-seed and grape-skins at the St. George Winery are used for cream of tartar making.



CREAM OF TARTAR WORKS

One of the largest and most complete cream of tartar works in the world is at Maltermoro.

INTERIOR OF CREAM OF TARTAR WORKS

The refuse pomace from the cream of tartar works serves as fuel. That part of the pomace which, to begin with, is not fit for the making of cream of tartar, is used for feeding and fattening hogs.

The St. George Vineyard has its own merchandise store to supply its workmen, neighbors and patrons. In seasons during which money is scarce with farmers, all sorts of farm produce are bartered for merchandise.

FARMERS' TRADING STORE AT MALTERMORO

During the year 1893, when money was withdrawn from the channels of trade, the St. George Vineyard bridged over the hard times by issuing script in payment for farm produce and grapes bought of its neighbors. This script was made redeemable in merchandise, and passed from hand to hand throughout the country like greenbacks. A large outstanding portion of it was finally redeemed by coin.

RAISIN DRYING IN ST. GEORGE VINEYARD

To improve your health put a little St. George Sherry Bitters in your Whiskey or Brandy.

RESIDENCE AT ST. GEORGE VINEYARD

THE ST. GEORGE VINEYARD is one of the largest Sweet Wine and Brandy producing establishments in the world. It was started in 1879, when the first 160 acres of vines were planted. It now comprises six vineyards, aggregating over 2000 acres of choice imported varieties of wine, brandy and raisin grapes.

COACHING THROUGH ST. GEORGE VINEYARDS

The Winery was built in 1884. It was then a comparatively small concern. It is now the largest in the State of California. It has a capacity of working 200 tons of grapes per day, crushing 10,000 tons of grapes during the vintage.

DISTILLERY AT ST. GEORGE VINEYARD

The Distillery contains six stills of latest improved construction, capable of producing two carloads of brandy per day.

A 50,000-GALLON BARREL AT ST. GEORGE VINEYARD.

The largest wine tanks in the world are in this Winery, one of them holding as much as thirty carloads of wine; three others holding twenty carloads each. These latter three are connected, and are used for blending purposes, so as to make at one time 150,000 gallons of wine of uniform quality, thereby enabling the management to supply wines of uniform character to its customers when filling orders at distant times.

BUILDING CONTAINING THREE MAMMOTH VATS OF 150,000 GALLONS CAPACITY 50 CARLOADS OF WINE

This enterprise is entirely independent of either of the wine trusts on this coast. Its management aims to reach the wine merchant directly, without the intervention of middlemen or blending and stretching establishments. It furnishes its customers with wines ready for consumption and it GUARANTEES ALL ITS WINES THE NATURAL PRODUCT OF THE GRAPE.

ST. GEORGE TONIC PORT and Sherry Bitters are the famous specialties of this Vineyard.

Tonic Port enriches the blood and nourishes the brain.

Sherry Bitters improve the appetite and cure malarial complaints.

The immense stock of thoroughly matured and bottle-ripe wines consists of the following varieties:

Port, X Trousseau, Terragona Type.
Port, XX Malvoisie, Oporto Type.
Port, XXX St. George Private Stock.
Sherry, Dry.
Sherry, Sweet.
Sherry, Amontillado Type.
Angelica.
Muscat.
Madeira.
Malaga.
Tokay, Dry.
Tokay, Sweet.
Condensed Grape Juice.
Blackberry Wine.
Claret.
Zinfandel.
Burgundy.
Cabernet.
Hock.
Riesling.
Sauterne.
Haut Sauterne.

Remnants of old vintages are reserved principally for bottling purposes at the Vineyard, and are sold under the Red Cross Brand.

Wines in carload lots f. o. b. cars Maltermoro or San Francisco, are sold to the trade at lowest jobbing rates.

RAILROAD PLATFORM AT ST. GEORGE VINEYARD

BOTTLING CELLAR AT ST. GEORGE VINEYARD

To improve your health put a little St. George Sherry Bitters in your Whiskey or Brandy

Red Table Wines

CLARET.—Made from the Carignan and Mataro varieties of imported grapevines. A strong, high-flavored, dark and full-bodied wine of normal acidity and astringency.

Price per case of 12 qts. $4.00
" " " " 24 pts. 5.00
" " " " 12 qts. (R. C. B.).. 6.00

ZINFANDEL.—Made from the grape bearing its name,—is a wine of somewhat lighter vinosity, but slightly greater astringency.

Price per case of 12 qts. $4 50
" " " " 24 pts. 5.50
" " " " 12 qts. (R. C. B).. 7.00

CLARET *(St. Julian type.)*—Made from the Grenache variety of imported grapevine,—is the lightest of all red table wines, thin in body, light in bouquet, color and vinosity, but of average astringency.

Price per case of 12 qts. $5.00
" " " " 24 pts. 6.00
" " " " 12 qts. (R. C. B.).. 7.50

CLARET *(Chateau Margaux type.)*—Made from the Cabernet grape,—is a high-grade table wine, of normal vinosity and astringency, fruity flavor, and rich in bouquet.

Price per case of 12 qts. $6.00
" " " " 24 pts. 7.00
" " " " 12 qts. (R. C. B.).. 8.00

BURGUNDY.—Made from the Burgundy and Spanish varieties of table wine-grape transplanted to California,—is a very rich, full-bodied and strong wine, of less average acidity, but slightly greater astringency. It is a stimulant that we recommend rather for the evening meals than for the morning and mid-day meals.

Price per case of 12 qts. $6.50
" " " " 24 pts. 7.50
" " " " 12 qts. (R. C. B.).. 8.50

BURGUNDY *(Grand Vin).*—Made from transplanted Burgundy varieties grown in favored spots of our vineyard,—is the heaviest, richest, and at the same time most delicate of all table wines. It is a powerful stimulant, and should be drank only in moderate quantities with meals at which meats are eaten. We recommend this wine for use at table during the autumn and winter months, and especially to men of impoverished constitutions, or those who feel the approach of age.

Price per case of 12 qts. .....$ 9.00
" " " " 24 pts. 10.00
" " " " 12 qts. (R. C. B.). 12.00

White Table Wines

HOCK.—Made from the Hockheimer varieties of grapevine transplanted from Germany to California,—is the lightest of all our white wines, resembling the Chablis. It recommends itself especially during the spring of the year as suitable for use at luncheons or dinners.

Price per case of 12 qts. $4.50
" " " " 24 pts. 5.50

RIESLING.—Made from Rhine wine and Moselle varieties of imported grapevines; is a somewhat stronger wine than the above but our RIESLING, although tart, has not as much acidity as the imported wine of that name. We recommend it especially for use at table during midsummer, and to people of full-blooded constitutions.

Price per case of 12 qts. $5.00
" " " " 24 pts. 6.00

SAUTERNE.—Made from the Sauvignon Vert grape,—is soft and mellow, although not sweet; it can hardly be called dry to the taste. It is a very palatable table wine, fruity to the taste, and recommends itself under normal conditions of health during the entire year as an appetizing and refreshing drink.

Price per case of 12 qts. $6.00
" " " " 24 pts. 7.00

HAUT SAUTERNE.—Made from selected grapes, which purposely have been permitted to become over-ripe on the vines,—is a very fruity, delicious, high-bouquet table wine, slightly sweet; in great favor among young people, especially young ladies.

Price per case of 12 qts. $6.50
" " " " 24 pts. 7.50

HAUT SAUTERNE *(Chateau Yquem type).*—Is a sweeter and fruitier wine than the preceding. It is a favorite ladies' drink at luncheons, light meals, or during afternoon.

Price per case of 12 qts. $7.00
" " " " 24 pts. 8.00

"Thou power in the world of Spirit
Dost all the wealth of life inherit!
The thrill of joy it sleeps in thee—
Couldst thou to evil stranger be?

May thy enchanted spirit flow
To smooth the furrowed brows of woe,
And do the work of Life above
That thou may'st merit human love."

Altar Wines

We make Altar Wines for use at church rites. *We positively guarantee that these wines, as well as all of our wines, are the natural product of the grape.*

The Altar wines are made from the imported variety of Malaga grapevine. They are neutral wines, *i. e.*, of minimum acidity and astringency.

They are either dry or sweet.

The sweet Altar wine is similar to the type of Sauterne called Chateau Yquem; it is stronger, however, in grape spirits than it. This extra strength is necessary to preserve the sweetness and keep the wine from deteriorating.

The dry Altar wine is similar to the dry Sauterne, but differs from it in bouquet and vinosity.

Price per case of 12 qts. (Dry) $5.00
" " " " 12 qts. (Sweet) ... 7.50

We also make an unfermented Altar Wine for the use of churches that look with disfavor upon the regular grades of Altar wine.

The unfermented wine is sweet and is made by curing unfermented grape juice in pure grape sprits.

Price per gallon in not less than 5-gallon lots.....$1 00
(Container, $1 00 extra.)
Price per case of 12 qts.....$5.00

Speaking of Sherry wine, Shakespeare makes Falstaff say:

"Hereof comes it that Prince Henry is valiant; for the cold blood he did inherit of his father, he hath, like lean, sterile and bare land, fertilized and tilled with excellent endeavor of drinking good fertile sherries till he has become very hot and valiant."

Sweet Wines.

Sweet Wines, as made by California Vineyardists, are usually the soundest and purest of all wines. They are made almost invariably under government supervision by curing partly fermented grape juice in grape spirits. The materials required to make an artificial or adulterated sweet wine are more expensive on the Pacific Coast than are the grapes from which sweet wines are made; hence the purity of California sweet wines may be taken for granted.

PORT.—There is no place on earth where the Port wine grape thrives better than in Fresno County, California.

The St. George Vineyard is the finest and thriftiest plantation in this county. Our Port wines will be found to compare favorably with the best wines of these types in the world.

Our regular type of this wine is a very high bouquet wine, smooth and pleasant to the taste—free from all astringency or harshness, of medium strength, body and sweetness.

Price per case of 12 qts. $5.00
" " " " 12 qts. (R. C. B.).. 7.50

PORT *(Terragona type).*—is light in body and strength, and of but moderate sweetness. Its color is a dark ruby. It is slightly astringent.

Price per case of 12 qts.....$6.50
" " " " 12 qts. (R. C. B.).. 7.00

PORT *(Oporto type—called "St. George").*—Is a very high bouquet, full-blooded wine,—sweet, pale, tawny color.

Price per case of 12 qts. $10.00
" " " " 12 qts. (R. C. B.). 12.00

SHERRY.—Fresno County is the best of the few sections of vineyard country in California where a natural and rich Sherry can be made.

Our Sherries are made from the Feherzago, Palimino-Blanco and Pedro Ximines varieties of grapes, vines transplanted from Spain into our vineyard.

Our dry Sherry is of high bouquet, free from all acidity, and of light body.

Price per case of 12 qts. $5.00
" " " " 12 qts. (R. C. B.).. 7.50

MUSCAT.—Is a sweet wine made from the king of all grapes—the Muscat of Alexandria,—which grows with marvelous luxuriance in the great San Joaquin Valley.

As the raisin made from the Muscat grape is the finest in the world, and as the Brandy made from the Muscat grape is the most high flavored, the richest, and the most valuable for medicinal purposes, so is the wine made from the Muscat grape the richest of all sweet wines.

It is a fine dessert wine.

Price per case of 12 qts. $5.00
" " " " 12 qts. (R. C. B.).. 7.50

MALAGA.—Is a very sweet wine, made from Malaga grapes and from various other varieties of fine table grapes such as the Cornichon, the Rose of Peru, the Black Hamburg, etc.

Malaga is the richest of all dessert wines.

Price per case of 12 qts. $6.00
" " " " 12 qts. (R. C. B.).. 9.00

COOKING SHERRY.—

Price per case of 12 qts. $4.50

SHERRY *(Sweet).*—Is of heavier body than the preceding, quite sweet to the taste, and not so pronounced in the Sherry character.

Price per case of 12 qts. $5.00
" " " " 12 qts. (R. C. B.).. 7.50

"If I had a thousand sons the first human principle I would teach them should be,—to forswear thin potations, and to addict themselves to the Sherry-sack."

—SHAKESPEARE, in King Henry IV.

SHERRY *(Amontillado type).*—Is of a very delicate bouquet, nutty flavor; not extra heavy in body, nor very strong.

Price per case of 12 qts. $10.00
" " " " 12 qts. (R. C. B.). 12.00

ANGELICA.—Is a sweet wine made from white grapes other than Muscat.

It is also a fine dessert wine,—a favorite among ladies.

Price per case of 12 qts. $6.00
" " " " 12 qts. (R. C. B.).. 9.00

TOKAY.—Is a wine made from the grape bearing its name.

When fermented dry it is used in place of Sherry by people who do not like the Sherry flavor.

When sweet, it is the lightest of dessert wines, much used at afternoon teas.

Price per case of 12 qts. (Dry) .....$ 5.00
" " " 12 qts. (Sweet; R.C.B.) 9.00
" " " 12 qts. (Extra) 12.00

For the purpose of distributing samples and facilitating the sale of our wines we offer one or two assorted cases of sweet and dry wines as samples to purchasers at the greatly reduced price of

$5.00 per case of assorted sweet wines, 12 quarts.
4.00 " " dry wines, 12 quarts.

We deliver these sample cases either in Chicago or New York at 40 cents extra per case for freight, and if required we reship from there to the purchaser's address anywhere in the United States letting the local freight charges follow the shipment.

Or, we will ship small orders direct to any place in the United States and prepay the freight charge if the purchaser so orders. Freight charges on two cases of wine shipped from California to the East is the same as on one case; the railroads refusing to make a charge for less than 100 lbs. which is the full weight of two cases. Usually the minimum charge of railroads is $2.50 to $3.00 on small wine shipments.

Send your friends a present of Standard California Wines from St. George Vineyard.

Deduct 5 per cent from prices in foregoing list if cash remittance accompanies your order.

Under our

Red Cross Brand

of Table Wines we bottle only wines in the height of their maturity, and the finest of liquors, with a view to their use for medicinal purposes.

• • •

The Pacific Medical Journal of September, 1898, in an article on the medicinal use of wine, makes the following statements:

"Alcohol itself is acknowledged by the highest medical authorities to be a useful stimulant in many conditions when administered under the direction of the physician. Besides the stimulating effects of beers, wines and liquors due to the alcohol, there are many other ingredients which possess nutritive and restorative properties. California to-day stands, perhaps, second in the world of wine-producing countries, France being the first. In California we have over one hundred different varieties of grapes, producing many red wines, clarets, white wines, hock, ports and sherries, and brandies.

"*One of the best wines produced in California for medicinal purposes, or, for that matter, in France or Spain, is the Port, and of the Port wines the St. George Tonic Port promises the best results.* The St. George Vineyard specially bottle their Red Cross brand of wines in the height of their maturity, with a view to their use for medicinal purposes. This St. George wine is made from selected grapes, grown in deep, red soil on the former sink of Fancher Creek, in Fresno. For centuries this creek has carried annually vast amounts of iron oxides from the deposits in the Sierra Nevada to the sink in the valley below, where the St. George Vineyard is now located. The wine made from grapes grown there is rich in iron and phosphates, and, therefore, suitable as a tonic. The wine is recommended in cases of anæmia and for debilitated constitutions and depleted systems in general. This California port will be found to be a valuable restorative for the overworked brain, as well as for an impoverished condition of the blood, containing as it does considerable iron and phosphates. It should be taken after the noon or evening meal in wineglassful doses."

St. George Tonic Port

is a well matured wine made from selected grapes grown in the deep, red soil on the former sink of Fancher Creek. For centuries this creek has carried annually vast amounts of iron oxides from the deposits in the Sierra Nevada to the sink in the valley below, where the St. George Vineyard is now located. The wine made from grapes grown there is rich in iron and phosphates, and therefore is suitable as a tonic. We recommend it in cases of anæmia, or for debilitated constitutions and depleted systems in general, or in other cases where physicians prescribe wine as a tonic.

St. George Tonic Port will be found to be a more valuable restorative for both the overworked brain and the impoverished blood than is any Burgundy wine. It should be taken in moderate amounts, as per direction attached to each bottle, principally with or after the noon and evening meal.

Price of Tonic Port per case, 12 qts..$9.00
" " " per qt. ..... .75

GOOD MORNING, SHERRY BITTERS!

St. George Sherry Bitters

A PURE WINE BITTERS.

Bitter Tonics for the stomach are indispensable medicine to some people who eat much animal food, or who live in malarious climates.

Cinchona, Gentian and Quasia have long been recognized as the best of bitter tonics, and have for years been used in connection with Sherry wine by the high-livers of Europe, and especially of England, as a morning tonic.

Of late years Cascara Sagrada has come into use with Cinchona and Quasia in Sherry Bitters.

Believing that the genuine bitter tonic for the stomach is a constant requirement among the American people, the St. George Vineyard has undertaken to produce and offer a pure Sherry Bitters. It does not claim that these Bitters are any new discovery or more meritorious than other genuine Bitters. The only claim made for the St. George Sherry Bitters is that they contain the proper proportion of extracts of Cinchona, Gentian, Quasia and Cascara Sagrada, in a pure, well-matured Sherry wine of 18 per cent strength, grape spirits. This great strength in grape spirits adds much to the cost of the product, but this strength is required to preserve the character of the Bitters. In cheap compounds, having little alcoholic strength, antiseptics are used which are always injurious to health. The extracts are prepared by a competent pharmaceutical chemist in strict accordance with the requirements of the American Pharmacopædia.

A better bitter tonic for the stomach than the St. George Sherry Bitters *is not known to medical science.* The many bitters advertised by patent medicine men are usually cheap compounds.

The St. George Vineyard stakes its reputation on the genuineness of its Sherry Bitters.

Their proper use as per direction attached to every bottle, will be found beneficial to all who are apt to suffer from biliousness or other evil effects from eating too much rich and animal food.

It will be found that these bitters have a much better effect than Quinine or similar herbs, or any purgatives taken in pills or capsules; for these and similar drugs, when introduced into the stomach, effect badly a part of the walls of the stomach,—the spot where they first dissolve—hence such pills or capsules rather distress the stomach, and often cause nervous derangement. It is very different when these bitter tonics are taken in a diluted form, as contained in Wine Bitters; then they assimilate better with the system, and produce their true medical effect.

To improve your health put a little St. George Sherry Bitters in your Whiskey or Brandy

We strongly recommend ST. GEORGE SHERRY BITTERS *as a morning tonic*—to be taken half an hour or more before light morning meals.

They will be found to be slightly aperient, and not as debilitating as are bottled mineral waters or aperient medicines, for the reason that the wine itself is a tonic and a stimulant, while bottled waters are the contrary.

Price Sherry Bitters per case, 12 qts. .$10.00
" " " 1 qt.. 1.00

For sale by principal druggists.

Our Tonic Port and Sherry Bitters we sell only in cases not in bulk.

To prevent the sale of fraudulent imitations of our specialties we use an imported leatherine paper for the labels and we brand the corks with our name.

Champagne

CALIFORNIA CHAMPAGNE.—
Price per case of 12 qts. $10.00
" " " " 24 pts. 12.00

ST. GEORGE CHAMPAGNE.—
Price per case of 12 qts. $12.00
" " " " 24 pts. 14.00

Concentrated Grape Juice

A Refreshing Temperance Drink for Young People.

We make Non-Intoxicating drinks from condensed grape juice, which are largely used in the drinking water during the summer especially, and which at all seasons are much in *favor by people who do not like alcohol in any form.*

Diluted by half or more, with aerated, mineral or well water, these grape juices make a very wholesome and pleasant drink at all times.

We call these condensed juices by the names of Condensed Grape Juice, Champagne Mist, Claret Punch and Cherry Phosphate.

We sell them wholesale, in bulk or by case.

Price per gallon $1.50
(Containers extra.)
Price per doz. qts. 5.00

Sparkling Dry Wines

SPARKLING HOCK.—A very light after-dinner wine.
Price per case of 12 qts. .....$ 8.00
" " " " 24 pts. 10.00

SPARKLING MOSELLE.—A slightly sweetish after-dinner wine.
Price per case of 12 qts. $10.00
" " " " 24 pts. 12.00

SPARKLING CHABLIS.—A very light, soft after-dinner wine.
Price per case of 12 qts. $12.00
" " " " 24 pts. 14.00

SPARKLING BURGUNDY.—A light neutral wine, of the Burgundy type.
Price per case of 12 qts. $14.00
" " " " 24 pts. 16.00

How to Order Wines

Order your wines as directly as possible from the vineyard. We have reliable agents in several Eastern cities, through whom you can safely order. Do not believe that all wines coming from any one vineyard are equally good and valuable, and do not accept a younger and cheaper wine from a representative of a vineyard when you ask for a special grade or special label.

Put your orders in early, so that delay in shipping will not inconvenience you, and that we may have plenty of time to make up carload shipments and secure for you the lowest freight rates.

We guarantee all our wines to be bottle-ripe, and to stand transportation without deteriorating. We give a very liberal discount to wine-dealers, and we allow no legitimate competitor to undersell us on wines of equal quality, if ordered in carload lots.

We especially solicit the correspondence of wholesale dealers.

We aim to establish agencies in all Eastern cities, and we also solicit correspondence to that effect. We give our agents liberal terms, and we do not require them to invest any money in the business of distributing our wines.

If you are in doubt what kind of wine to order, begin by sending us an order for one or two sample cases, or an assortment of sweet or dry wines.

The case of Assorted Sweet Wines contains:

1 bottle Port, Terragona type	1 bottle dry sherry
1 bottle Port, Oporto type	1 bottle Sweet Sherry
1 bottle Tonic Port	1 bottle Sherry Bitters
1 bottle Angelica	1 bottle Tokay
1 bottle Muscat	1 bottle Cognac
1 bottle Madeira	1 bottle Brandy

The case of Assorted Dry Wines contains:

1 bottle Claret	1 bottle Sauterne (dry)
1 bottle Claret, St. Julian type	1 bottle Haut Sauterne
1 bottle Claret, Chateau Margaux type	1 bottle Chateau, Yquem type
1 bottle Red Cross Claret	1 bottle Hock
1 bottle Light Burgundy	1 bottle Reisling
1 bottle Heavy Burgundy	1 bottle Brandy

For advertising purposes, to distribute samples of our products, we sell cases of assorted sweet and dry wines as per above list at a greatly reduced price, viz.:

Case of assorted sweet wines...$5.00
Case of assorted dry wines..... 4.00
(Free on board cars California.)

We will not sell more than two cases to any one person on any one order at this reduced price. The assortment includes some of our finest wines, cognac and brandy. We will prepay the freight to New York or Chicago, if the purchaser so requests, in which case we add the freight to the cost of the wine.

We ship full carloads of wine to Eastern distributing points several times during each month. By putting single case orders into carload lots we secure the lowest freight rates for our purchasers.

Freight per case of wine, containing 12 quart bottles or 24 pint bottles, if shipped at carload rates, is—
To New York ..... 25c per case
To Chicago..... 40c per case

The cost of distribution from Chicago or New York to the purchaser's address we can also arrange to prepay, if the purchaser knows the rate and if he remits the amount with his order; otherwise the freight must be paid by the purchaser on arrival of the wine.

If you wish to order wine in bulk, send for our wholesale price list.

We assure purchasers of our products that whatever they may buy coming from our vineyards directly under our labels, be it wine, brandy, raisins, or green grapes, all will be found true to label and properly put up.

High Wines

GRAPE BRANDY AND SPIRITOUS LIQUORS.—The value of spiritous drink depends mainly upon the quality and quantity of essential oil in the spirit, and upon the absence of fusil in it.

LANE IN MALTERMORO

The essential oils give Whiskey, Brandy, Rum, Gin, etc., their character.

Pure alcohol contains no oils, it has neither taste nor smell, and is unfit to be taken in the stomach. It is merely an irritant for the nervous system, but not a genuine stimulant. It lacks the nutritive oils that give a spirituous stimulant its medicinal value.

The finer the raw material from which a spirituous liquor is made, the greater the value of the product.

Pure Brandy has a higher medicinal value than Whiskey; grapes being richer in fine essential oils than grain.

Both the Brandy and Whiskey that come into the market are usually poor in the essential oils that naturally belong to them; they are then frequently diluted by pure alcohol to cheapen their cost, often glycerine and aromatics are added to deceive the taste and smell. Such manipulation is called Rectification in this country.

Rectified Brandies and Whiskies are of much less value than the pure article, although they may taste quite as well and even better; the artificial flavoring in them may deceive the appetite, but it does not impart valuable properties to the liquor.

If Brandy be made from the product of defective grapes, or Whiskey from that of defective grain, then the distillation must take place under high temperature to eliminate the defects which would impart bad taste and smell. Such high distilled Whiskey or Brandy are of little value as a drink, being very poor in essential oils and much like pure alcohol,—thin.

All imported Brandies and Cognacs are very thin,—the delicate bouquet in them is artificially added. The European peasant produces a very poor article of Brandy, which would not be salable in our markets,—it is sold for correction to the large European export merchants, who redistill it under high temperature to produce a neutral, purely alcohol product. This they flavor artificially, and then they export it and advertise it as a natural product. Such imported liquors deceive their friends. The addition of flavoring essence and of bouquet give no real value to the drink, although they make it more palatable than the natural product is ordinarily.

A pure Grape Brandy that has been distilled under too high a degree of temperature, is of less value than a Brandy that has been distilled at a lower degree, for the reason that in the latter the valuable oils are destroyed by excessive heat. Great heat is necessary to eliminate fusil oils, but if the Brandy material be good and sound, and the distillation take place under moderate temperature, the fusil does not enter in the Brandy to begin with; in which case it is not necessary to redistill the Brandy and convert into tasteless alcohol, which must be artificially flavored to become salable as Brandy or Cognac.

NEVER TRAVEL WITHOUT YOUR SUPPLY OF ST. GEORGE BRANDY.

ST. GEORGE BRANDY is, unlike any other in the market, very much richer in essential oil and free from fusil. While other distillers select the poorest, flattest, most insipid grapes for Brandy-making, because they are cheap or cannot be used for wine purposes to advantage, or because they aim to imitate the imported article, the St. George Vineyard uses only the richest grapes for Brandy material. Then this rich material is distilled in wooden stills, with minimum heat, so as not to drive off the essential oil.

For this reason the ST. GEORGE BRANDY *is richer than any other Brandy in essential oils and purer, and hence more valuable for medicinal purposes.*

Price per case of 12 qts. $10.00
" " " " 12 qts. (Red Cross) 15.00

Muscat Brandy.—The muscat is richer in essential oils than any known grape; the Brandy made from it has the highest medicinal properties, if pure and rich in its oils.

Price per case of 12 qts. $12.00

BRANDY for cooking purposes.—
Price per case of 12 qts. $10.00

BRANDY for shampoo and sponge bath purposes.—
Price per case of 12 qts. $9.00

COGNAC.—Differs from Brandy inasmuch as it contains the essential oils of the grape seed.

Pure Cognac oil, that is, the oil of the grape seed, is not usually added to Brandy for purposes of rectification or for purposes of converting it into Cognac, its cost being too great (about five dollars an ounce); cheaper substitutes are commonly used in lieu of the genuine oil.

The ST. GEORGE COGNAC, like the Brandy, has a distinctive type of its own,—it contains none but the pure oil of the grape seed, from which it derives its high bouquet.

Price per case of 12 qts. $12.00
" " " " 12 qts. (Red Cross) 15.00

WHISKEY.—St. George Vineyard bottles old Whiskey, principally for medicinal purposes, to supply its patrons with an article the purity of which they can rely upon.

Price per case of 12 qts. (Red Cross Whiskey), 100 proof $14.00

Price per case of 12 qts. (Red Cross Whiskey) 8- proof 12.00

Price per case of 12 qts. (Pure Kentucky Whiskey) 9.00

GIN.—Certain qualities of pure old Holland Gin have great medicinal properties. These are bottled under the St. George Red Cross label.

Price per case of 12 qts. (R. C. B.)..$18.00
" " " " 12 qts. (other bds.) 12.00

JAMAICA RUM has certain medicinal qualities which other liquors do not contain in the same degree.

Price per case of 12 qts. (R. C. B.)..$20.00
" " " " 12 qts. (other bds.). 10.00

BLACKBERRY BRANDY.—
Price per case of 12 qts. .....$ 7.50
" " " " 12 qts. (R. C. B.). 15.00

BLACKBERRY WINE—
Price per case of 5 qts. $5.00

To improve your health put a little St. George Sherry Bitters in your Whiskey or Brandy

The Proper and Improper Use of Wine.

"Be no longer a drinker of water, but take a little wine for the stomach's sake and thy frequent infirmities."—Tim. 5: 23.

As scripture has it: Wine moderately used is a most wholesome beverage and should be taken in preference to water which often is unwholesome, especially if bottled up for some time and carbonated as are the mineral waters which are widely recommended for medicinal purposes, while in fact their use depletes strength and destroys health.

Living as we do in an age of extravagance we might add to the above quotation from the New Testament: "May that little wine we do take never be more than benefits our health." Intemperance even in good things is to be deplored, although of wine it may be truthfully said that its use never makes confirmed drunkards, but on the contrary,—

The proper use of wines as tonics will be found to be the best cure for alcoholism.

Wines are the most beneficial and wholesome stimulants provided by nature.

Milton says of wine: "*One sip of wine will bathe the drooping spirits in delight beyond the bliss of dreams. Be wise and taste it.*"

The great expenditures of vital energy in this age of industrial development and intellectual ambition creates great demand for alcoholic stimulants and restoratives. The use of wines as tonics becomes a necessity because of early and constant overexertion.

Our race overdoes many a good thing. We work too hard and we live too high. Many of us are too fond of medicines and of strong drink. We think too much and we have too many fads and prejudices. We are inclined to go to extremes. Extremes on the one hand provoke extremes on the other. Because some people overindulge others abstain altogether. Some cranks respect too little the demands of nature because others pay too much respect to them. Some go always thirsty, because others always drink to forestall thirst—some do not eat animal food at all, because they see others eat too much of it—some are too pious because others are too worldly—some suffer because they drink too much—others suffer because they drink too little.

If we should ever undertake to banish the use of wine or alcoholic drink from society we would soon find that many now rare ailments of civilized man would speedily develop into general and extended forms of disease. Cold, catarrh, grippe, consumption, nervous disorders, hereditary enfeeblement and sexual degeneracy would multiply appallingly if natural stimulants such as wine never came to the assistance of enfeebled or overtaxed lives.

The abuse of the good things of life does not destroy their value, although it may and does destroy the abuser.

Excessive use of alcoholic stimulants is an error, but error is also all excessive continence. Both errors are equally destructive.

Nature provides stimulants for those who need them. He who denies himself that which he needs errs, and suffers in consequence.

It is well to be temperate, but total abstinence, unexceptionally, is an error of judgment. It is good in its intent, but bad in the effect of its execution. "Hell is paved with good intentions." The consequence of good intentions that err is death and perdition.

Notional morality, based on good intentions which do not recognize and respect the requirements of life, has done more harm to mankind than all the criminals that civilization ever produced.

The idea of so-called temperance, or of tabooing fermented grape juice, is both blasphemous and absurd. It is blasphemous because the fermentation process is a phase of the process of life, the principle of which all mankind worships as divine. It is absurd, because the proper use of wine supports life and well-being. He who decries wine, maligns a friend. He who eschews wine, should logically also taboo wine vinegar, which is only a modification of wine, and the most wholesome of all vinegar. Would it not be absurd to prefer a vinegar made from mineral or wood acids, which is poisonous, to a wine vinegar, which is wholesome?

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"Since Onan proved untrue
To life's Almighty Principle
The Wretch has always hated Wine
As much as God despises him."

⊙ ⊙ ⊙

"A man cannot make him
Laugh—but that is no marvel—
He never drinks wine."

—SHAKESPEARE.

If you are inclined to get hungry between meals take a glass of sherry with an egg.

Dated, San Francisco, Sept. 16, 189-.

St. George Vineyard,
San Francisco, Cal.

Gentlemen:—I desire to inform you that samples have been taken from your stock of the following wines, viz: Angelica, Hock, Claret, Burgundy and Sherry, also Cognac. The same have been analyzed by our chemist, and found to be pure, and comply with all the Pure Food regulations in connection with this Exposition. The above wines were selected for use in the Model Kitchen for demonstrating purposes on account of their quality, and where only articles found to be pure and not deleterious to health are used.

Thanking you on behalf of the Mechanics' Institute for your exhibit and contribution, I remain,

Yours respectfully,

Arthur Seymour,
Manager Pure Food Dept. 30th Industrial Exposition.

Wines are the most widely beneficial of all medicines—but they are also the most widely abused and adulterated.

Alcoholic beverages are like medicines, wholesome only if moderately used.

In youth alcoholic drink is not usually required. In old age it is almost indispensable. In childhood *strong drink* may tend to retard development, after maturity alcoholic stimulants are the most efficient of known restoratives of wasted energy.

Strong alcohol drink is frequently hurtful because it does not contain a sufficient amount of the nutritious oils or substances which belong to the fruit or plant from which the alcohol is made.

Pure alcohol is too much of an irritant and too little of a stimulant. A stimulant must have some nutritious properties. Wine has them.

The appetite for alcohol drink is an indication of depleted vitality or of wasted energy that demands support or restoration. Wine supplies the demand. Strong alcoholic drink is apt to overdo its work.

Wines should be used as follows:

On rising in the morning take a small glass of sherry bitters especially if you are in the habit of taking sumptuous dinners late in the day, or have taken a heavy supper during the preceding night. If you are inclined to be bilious take another glass of sherry bitters during the forenoon.

For an appetizer before meals take a glass of sherry. Avoid such dangerous concoctions as cocktails, vermouth or absinthe.

At meals take a glass of sherry with your soup, white wine with your entrees, claret, burgundy, or other red dry wines, with your meats, port wine or other wines, or St. George sparkling dry wines, with your dessert, and a little cognac after dessert.

Sweet wines are valuable tonics.

Our tonic port is especially to be recommended. For those who live plainly and economically claret is to be preferred to coffee or tea, as it promotes the assimilation of food and enables nature to draw much strength from the little nourishment.

All natural wines make a slight deposit in the bottle in course of time. Old wines make less deposit than younger wines. Wines that have been for a long time in the bottle should be carefully decanted so as not to disturb the deposit; it should be left in the bottle.

All sterilized articles of food are unwholesome.

While natural wines promote the assimilation of food, sterilized wines rather retard it. Never drink imported wines. The great bulk of the imported wines are largely artificial and products of the chemists' skill. Those of the imported wines which are not more or less artificial, are, as a rule, sterilized to prevent their "throwing" or deteriorating during transportation into foreign climates.

The European manner of making wine is not at all cleanly.

Peasants usually make the crude wine in a most primitive manner. Large compounding establishments then buy it, blend, stretch, cure and sterilize it before offering it for consumption.

The natural fertility of the soil of European Vineyards is exhausted by the long years of cultivation.

Fertilization is resorted to everywhere, and frequently the peasants use raw stable manure, which carries unwholesome substances into the grapes and the wine.

Grapes grown in the northern part of the vineyard districts of Europe never mature fully.

Sometimes the whole crop, sometimes only a part of the bundles and berries retain an unwholesome acidity, which the compounder's skill covers up by the use of glucose and his methods of stretching.

Wine making in California is an absolutely cleanly process.

At the St. George Vineyard the grapes are never touched by the hands of man after picking them from the field. The entire process of making wine is carried on by mechanical means.

The very hot climate of Fresno County produces a grape very rich in sweetness and flavoring substances, containing but a minimum of acidity. The wine grapes of high quality do not well ripen in colder climates. If grapes are not very ripe they have a foreign and objectionable acidity which is not wholesome in the fruit or desirable in the wine and unsuitable for tonic purposes.

Imported champagnes are artificial wines almost without exception; they obtain their value through extensive advertising. The varying qualities of various seasons and vintages never affect champagnes; their quality remains unchanged year after year for the reason that they are more of a chemical than a vineyard product. Whoever drinks such wines frequently will ere long suffer from disturbed digestion, gout and kindred ailments.

The stronger natural wines are in alcohol the less liable they are to spoil if properly cared for.

If you want to drink wholesome wines buy them as they come from the grape grower and vineyardist, and not as "fixed" by the chemical skill of the four-story-brick wine-maker.

If you reside in a locality where the St. George Vineyard has an agency address all orders to the agent; otherwise address all communications directly to

ST. GEORGE VINEYARD, MALTERMORO, CALIFORNIA

Or to its Office, San Francisco, Cal.